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| **TOU 2215 International Tourism Business** | **Course Title:**  |
| **Course Description:**Course provides students with knowledge and understanding of international tourism. Students in-depth understanding of international tourism business is important in terms of operations, resource distribution, its impacts and policies |
| **Course objectives:*** To provide students with a thorough knowledge and understanding of international tourism as both an economic and social phenomenon.
* To provide students with a critical understanding of the world within which tourism occurs.
* To prepare students for an international career in the tourism industry by providing a global perspective and experience in the tourism industry.
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| **Course Outline:*** Introduction: Local, regional and international companies
* International Tourism Policy and Planning,
* Strategic Management of Tourism,
* World Tourism perspectives: current trends, views and patterns of international tourism
* Global tourism marketing management
* International e-Business applications
* Multinationals in travel and tourism: International tour/travel companies and branching
* International hospitality and hotel management
* Regional integration and travel
* Global foods and wines tourism
* International travel fairs and investment campaigns
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| **Learning Objectives:*** Have the knowledge and skills to take up an international tourism career.
* Appreciate the international status of tourism
* Appreciate the role of tourism in international relations.
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| **Method of Teaching/Delivery:**Lecture Hours – 30Tutorial Hours – 15 | **Mode of Assessment:*** Course Work
* Final written Exam
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| **Reading/Reference Materials:*** Bull A. (1992). The Economics of Travel and Tourism. 2nd edition. Addison Wesley Longman Australia Pty Limited. P.192-208
* Coles Tim, Hall C. Michael (2001). International Business and Tourism: Global Issues, Contemporary Interactions. Published by Routledge
* Philip, P. (2002): International Tourism - the new engine of the Cuban economy. Published by the Lexingstone Institute, Virginia.
* World Tourism Organisation (WTO 2009, 2010) Co-operation and Partnerships in Tourism – Global Perspectives. UNWTO
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